

	A	B	C	D	E	F	G	H	I	J	K
1	2015 TAIWAN Profile										
2	Arrivals to the U.S.		Note: this temporary profile version will be replaced soon with the standard full version.								
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4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015 / 2008
6	Arrivals		295	240	291	290	290	385	414	441	146
7	% Change		-5	-19	22	0	0	33	8	6	49
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2008	2009	2010	2011	2012	2013	2014	2015 <sup>p</sup>	Change 2015 / 2008
11	Total Travel & Tourism Exports <sup>2</sup>		\$1,880	\$1,740	\$1,919	\$1,837	\$1,871	\$2,141	\$2,221	n/a	n/a
12	Travel Receipts (at U.S. destinations)		\$1,841	\$1,738	\$1,917	\$1,835	\$1,863	\$2,133	\$2,212	\$2,211	\$370
13	Education Receipts		\$812	\$787	\$777	\$758	\$728	\$708	\$712	n/a	n/a
14	Other Business/Personal Receipts		\$1,008	\$923	\$1,111	\$1,046	\$1,103	\$1,359	\$1,352	n/a	n/a
15	Health/Border/Seasonal		\$21	\$28	\$29	\$31	\$32	\$66	\$148	n/a	n/a
16	Passenger Fare Receipts (on U.S. carriers)		\$39	\$2	\$2	\$2	\$8	\$8	\$9	n/a	n/a
17	% Change in Total Receipts		1	-7	10	-4	2	14	4	n/a	n/a
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)						
21		Airlines	34	38	3.9						
22		Personal Recommendation	28	34	6.6						
23		Travel Agency Office	27	24	-2.6						
24		Online Travel Agency	21	23	2.1						
25		Travel Guides	17	16	-0.7						
26		Corporate Travel Dept.	19	13	-6.1						
27		Tour Operator/Travel Club	8	5	-2.9						
28		National/State/City Travel Office	7	4	-2.6						
29		Other	5	3	-2.3						
30											
31	Main Purpose of Trip		2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)						
32		Vacation/Holiday	36	35	-1.4						
33		Visit Friends/Relatives	22	28	5.6						
34		Business	20	19	-1.3						
35		Convention/Conference/Trade Show	14	14	-0.5						
36		Education	6	4	-1.9						
37		Religion/Pilgrimages	1.1	0.9	-0.2						
38		Health Treatment	0.3	0.5	0.2						
39		Other	0.8	0.2	-0.6						
40											
41	Purpose of Trip (multiple response)		2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)						
42		Vacation/Holiday	50	56	5.9						
43		Visit Friends/Relatives	36	44	8.2						
44		Business	25	22	-3.5						
45		Convention/Conference/Trade Show	19	16	-2.4						
46		Education	9	7	-2.4						
47		Religion/Pilgrimages	2.1	1.5	-0.6						
48		Health Treatment	0.6	0.6	0.0						
49		Other	1.3	0.7	-0.6						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	69	79	9.9						
53		Business & Convention	37	35	-1.9						
54											
55	Transportation Types Used in U.S.: (multiple response)		2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)						
56		Auto, Private or Company	42	42	-0.5						
57		Air Travel between U.S. Cities	33	36	2.9						
58		City Subway/Tram/Bus	27	32	4.8						
59		Rented Auto	27	28	0.9						
60		Bus between Cities	20	23	3.5						
61		Taxicab/Limousine	23	21	-2.2						
62		Railroad between Cities	3	8	4.3						
63		Rented Bicycle/Motorcycle/Moped	3	4	1.4						

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64		Ferry/River Taxi/Srt Scenic Cruise	4	3	-0.8						
65		Cruise Ship/River Boat 1+ Nights	2.1	1.8	-0.3						
66		Motor Home/Camper	1.7	0.5	-1.2						
67											
68	Activity Participation While Within U.S. (multiple response)		2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)						
69		Shopping	91	89	-1.3						
70		Sightseeing	81	82	0.4						
71		Experience Fine Dining	40	41	1.1						
72		Art Gallery/Museum	25	29	4.6						
73		Small Towns/Countryside	26	24	-1.4						
74		National Parks/Monuments	23	24	1.5						
75		Amusement/Theme Parks	21	20	-1.1						
76		Historical Locations	19	17	-2.7						
77		Cultural / Ethnic Heritage Sites	14	15	1.1						
78		Guided Tours	14	15	1.5						
79		Sporting Event	12	10	-1.7						
80		Water Sports	15	9	-5.4						
81		Casinos/Gamble	10	9	-1.1						
82		Concert/Play/Musical	10	9	-1.1						
83		Nightclubbing/Dancing	7	8	0.7						
84		Environ./Eco. Excursions	7	7	-0.5						
85		American Indian Communities	3	4	1.7						
86		Camping/Hiking	4	3	-1.7						
87		Hunting/Fishing	2.2	2.3	0.1						
88		Golfing/Tennis	3.0	1.9	-1.1						
89		Snow Sports	1.7	0.7	-1.0						
90		Other	1.1	0.2	-0.9						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2014	2015	Change						
93		Advance Trip Decision Time (mean days)	55	66	10.6						
94		Advance Trip Decision Time (median days)	30	45	15.0						
95		Prepaid Package	20	18	-2.3						
96		First International Trip to the U.S.	26	27	0.5						
97		Length of Stay in U.S. (mean nights)	20.3	14.6	-5.7						
98		Length of Stay in U.S. (median nights)	7	9	2.0						
99		Number of States Visited (% 1 state)	78	76	-2.1						
100		Average Number of States Visited	1.3	1.4	0.1						
101		Hotel/Motel (% 1+ nights)	75	73	-1.4						
102		Average # of Nights in Hotel/Motel	9.4	7.8	-1.6						
103		Travel Party Size (mean # of persons)	1.8	1.7	-0.1						
104		Gender: % Male (among adults)	55	53	-1.6						
105		Household Income (mean average)	\$ 84,881	\$ 72,141	-\$12,740						
106		Household Income (median average)	\$ 55,000	\$ 40,000	-\$15,000						
107		Average Age: Female (among adults)	37	35	-2.0						
108		Average Age: Male (among adults)	41	40	-1.6						
109											
110	VISITATION TO U.S. DESTINATIONS <sup>4</sup> (multiple response)		Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000s)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000s)					
111	Regions										
112		Pacific	57.31	237	56.80	250					
113	States										
114		California	52.04	216	**	**					
115											
116	Notes:										
117	(1)	2015 arrivals and percent change reflect a combination of additional records counted and market conditions.									
118	(2)	Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).									
119		International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: http://travel.trade.gov/pdf/restructuring-travel.pdf									
120	(3)	Percentage-point and percentage changes are based on non-rounded data.									
121											
122											

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123	(4)	Only census region, state, and city destinations having a sample size of 400 or more are displayed.									
124											
125	(n/a)	Estimate not yet available.									
126											
127	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
128											
129	(r)	Estimate was revised.									
130											
131	(p)	Estimate is preliminary and subject to revision.									
132											
	Note:	This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.									
133		Additional information may be obtained for a fee. To learn more, please visit our website: <a href="http://travel.trade.gov/research/index.html">http://travel.trade.gov/research/index.html</a>									
134											
135	For a list of the states that comprise each census region, please visit: <a href="http://travel.trade.gov/outreachpages/census_regions.html">http://travel.trade.gov/outreachpages/census_regions.html</a>										
136											
137	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
138	<a href="http://travel.trade.gov/research/programs/ifs/customized.html">http://travel.trade.gov/research/programs/ifs/customized.html</a>										
139											
140	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										